Contract Agreement Between:

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
484799 /	06226588

Product
DEAN HELLER 4 SENATE

Contract Dates	Estimate #
09/19/12 - 09/25/12	

Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/24/12

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/19/12	09/21/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	3	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--WTF--	3	$250.00							
N 2	KVVU	09/24/12	09/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	MT-----	2	$250.00							
N 3	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	$1,350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--WTF--	3	$450.00							
N 4	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	MT-----	2	$450.00							
N 5	KVVU	09/19/12	09/21/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	$1,275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--WTF--	3	$425.00							
N 6	KVVU	09/24/12	09/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	$850.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	MT-----	2	$425.00							
N 7	KVVU	09/19/12	09/21/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--WTF--	3	$150.00							
N 8	KVVU	09/24/12	09/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	MT-----	2	$150.00							
N 9	KVVU	09/19/12	09/21/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	3	$375.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	--WTF--	3	$125.00							
N 10	KVVU	09/24/12	09/25/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	2	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/24/12	09/30/12	MT-----	2	$125.00							
N 11	KVVU	09/19/12	09/21/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	3	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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09/19/12 - 09/25/12	DEAN HELLER 4 SENA	

Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 12	KVVU	09/24/12	09/25/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	$200.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 13	KVVU	09/19/12	09/21/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	3	$300.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
3	*KVVU*	*09/17/12-09/23/12*		*Cops/Dog The Bounty Hunter*	*1-2pm*	---WThF----	*:30*		*~~$100.00~~*	*NM*		
	See MG 13.4											
4	KVVU	09/19/12-09/19/12		Cops/Dog The Bounty Hunter	1-2pm	---W-------	:30		$100.00	NM		
Ⓜ	MG for 13.3 09/19											
N 14	KVVU	09/24/12	09/25/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	$200.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 15	KVVU	09/19/12	09/21/12	Katie	2-3p		:30			NM	3	$450.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $150.00						
N 16	KVVU	09/24/12	09/25/12	Katie	2-3p		:30			NM	2	$300.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $150.00						
N 17	KVVU	09/19/12	09/21/12	Anderson	3-4p		:30			NM	3	$525.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $175.00						
N 18	KVVU	09/24/12	09/25/12	Anderson	3-4p		:30			NM	2	$350.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $175.00						
N 19	KVVU	09/19/12	09/21/12	The Dr.Oz Show	4-5p		:30			NM	3	$525.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $175.00						
N 20	KVVU	09/24/12	09/25/12	The Dr.Oz Show	4-5p		:30			NM	2	$350.00
Week:		Start Date 09/24/12	End Date 09/30/12	Weekdays MT-----	Spots/Week 2	Rate $175.00						
N 21	KVVU	09/19/12	09/21/12	Fox 5 News at 5	5-530p		:30			NM	3	$825.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays --WTF--	Spots/Week 3	Rate $275.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*KVVU*	*09/17/12-09/23/12*		*Fox 5 News at 5*	*5-530p*	---WThF----	*:30*		*~~$275.00~~*	*NM*		
	See MG 21.4											
2	*KVVU*	*09/17/12-09/23/12*		*Fox 5 News at 5*	*5-530p*	---WThF----	*:30*		*~~$275.00~~*	*NM*		
	See MG 21.5,21.6											
3	*KVVU*	*09/17/12-09/23/12*		*Fox 5 News at 5*	*5-530p*	---WThF----	*:30*		*~~$275.00~~*	*NM*		
	See MG 21.5,21.6											
4	KVVU	09/21/12-09/21/12		Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$275.00	NM		
Ⓜ	MG for 21.1 09/19											
5	KVVU	09/20/12-09/21/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30		$275.00	NM		
Ⓜ	MG for 21.2,21.3											
6	KVVU	09/20/12-09/21/12		Fox 5 News at 5 MF 530-6p	M-F 530-6p	----ThF----	:30		$275.00	NM		
Ⓜ	MG for 21.2,21.3											
N 22	KVVU	09/24/12	09/25/12	Fox 5 News at 5	5-530p		:30			NM	2	$550.00

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Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/24/12	09/30/12	MT-----	2	$275.00						
Spot	**Ch**	**Date Range**		**Description**	**Start/End Time**	**Weekdays**	**Length**		**Rate**	**Type**		
1	*KVVU*	*09/24/12-09/30/12*		*Fox 5 News at 5*	*5-530p*	MTu--------	*:30*		*~~$275.00~~*	*NM*		
	See MG 22.3,22.4											
2	*KVVU*	*09/24/12-09/30/12*		*Fox 5 News at 5*	*5-530p*	MTu--------	*:30*		*~~$275.00~~*	*NM*		
	See MG 22.3,22.4											
3	KVVU	09/25/12-09/25/12		Fox 5 News at 6pm	M-F 6-630pm	-Tu--------	:30		$275.00	NM		
Ⓜ	MG for 22.1,22.2											
4	KVVU	09/25/12-09/25/12		Fox 5 News at 6pm	M-F 6-630pm	-Tu--------	:30		$275.00	NM		
Ⓜ	MG for 22.1,22.2											
N 23	KVVU	09/19/12	09/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	$825.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/17/12	09/23/12	--WTF--	3	$275.00						
N 24	KVVU	09/24/12	09/25/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	$550.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/24/12	09/30/12	MT-----	2	$275.00						
N 25	KVVU	09/19/12	09/21/12	MORE Access	630-7pm		:30			NM	2	$400.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/17/12	09/23/12	--WTF--	3	$200.00						
Spot	**Ch**	**Date Range**		**Description**	**Start/End Time**	**Weekdays**	**Length**		**Rate**	**Type**		
2	*KVVU*	*09/17/12-09/23/12*		*MORE Access*	*630-7pm*	---WThF----	*:30*		*~~$200.00~~*	*NM*		
	See MG 25.4											
3	*KVVU*	*09/17/12-09/23/12*		*MORE Access*	*630-7pm*	---WThF----	*:30*		*~~$200.00~~*	*NM*		
	See MG 27.4											
4	KVVU	09/20/12-09/20/12		Fox 5 News at 6pm	M-F 6-630pm	----Th-----	:30		$200.00	NM		
Ⓜ	MG for 25.2 09/20											
N 26	KVVU	09/24/12	09/25/12	MORE Access	630-7pm		:30			NM	2	$400.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/24/12	09/30/12	MT-----	2	$200.00						
N 27	KVVU	09/19/12	09/21/12	Extra	M-F 7-730p		:30			NM	2	$1,100.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/17/12	09/23/12	--WTF--	3	$300.00						
Spot	**Ch**	**Date Range**		**Description**	**Start/End Time**	**Weekdays**	**Length**		**Rate**	**Type**		
2	*KVVU*	*09/17/12-09/23/12*		*Extra*	*M-F 7-730p*	---WThF----	*:30*		*~~$300.00~~*	*NM*		
	See MG 27.4											
3	*KVVU*	*09/17/12-09/23/12*		*Extra*	*M-F 7-730p*	---WThF----	*:30*		*~~$300.00~~*	*NM*		
	See MG 27.4											
4	KVVU	09/22/12-09/22/12		Star Wars/The Closer	M-Sa 8-10p/Su 7-1-------Sa--		:30		$800.00	NM		
Ⓜ	MG for 25.3,27.2,27.3											
N 28	KVVU	09/24/12	09/25/12	Extra	M-F 7-730p		:30			NM	2	$600.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/24/12	09/30/12	MT-----	2	$300.00						
N 29	KVVU	09/19/12	09/21/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	$2,475.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/17/12	09/23/12	--WTF--	3	$825.00						
N 30	KVVU	09/24/12	09/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	$1,650.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						
Week:		09/24/12	09/30/12	MT-----	2	$825.00						
N 31	KVVU	09/20/12	09/20/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	$475.00
		Start Date	**End Date**	**Weekdays**	**Spots/Week**	**Rate**						

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Advertiser	Original Date / Revision
Dean Heller For Senate	07/10/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ---1---	Spots/Week 1	Rate $475.00						
N 32	KVVU	09/22/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	$500.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays -----1-	Spots/Week 1	Rate $500.00						
N 33	KVVU	09/23/12	09/23/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	$325.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------1	Spots/Week 1	Rate $325.00						
N 34	KVVU	09/23/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	1	$5,150.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------1	Spots/Week 1	Rate $5,150.00						
N 35	KVVU	09/23/12	09/23/12	NFL Late Game	NFL Late Game		:30			NM	5	$11,000.00
Week:		Start Date 09/17/12	End Date 09/23/12	Weekdays ------2	Spots/Week 2	Rate $5,500.00						

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*KVVU*	*09/17/12-09/23/12*	*NFL Late Game*	*NFL Late Game*	---------Su	*:30*	~~*$5,500.00*~~	*NM*
See MG 35.3								
2	*KVVU*	*09/17/12-09/23/12*	*NFL Late Game*	*NFL Late Game*	---------Su	*:30*	~~*$5,500.00*~~	*NM*
See MG 35.4,35.5,35.6,35.7								
3	KVVU	09/17/12-09/23/12	NFL Early Game	NFL Early Game	----ThFSaSu	:30	$5,500.00	NM
Ⓜ	MG for 35.1 09/23							
4	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	---------Su	:30	$1,650.00	NM
Ⓜ	MG for 35.2 09/23							
5	KVVU	09/23/12-09/23/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p	---------Su	:30	$1,650.00	NM
Ⓜ	MG for 35.2 09/23							
6	*KVVU*	*09/22/12-09/22/12*	*Big 12 Football*	*Big 12 Football*	-------Sa--	*:30*	~~*$1,100.00*~~	*NM*
Ⓜ	*See MG 35.8,35.9*							
7	*KVVU*	*09/22/12-09/22/12*	*Big 12 Football*	*Big 12 Football*	-------Sa--	*:30*	~~*$1,100.00*~~	*NM*
Ⓜ	*See MG 35.8,35.9*							
8	KVVU	09/22/12-09/22/12	NCAA Football Late Game	NCAA Football Lat	-------Sa--	:30	$1,100.00	NM
Ⓜ	MG for 35.7,35.6							
9	KVVU	09/22/12-09/22/12	NCAA Football Late Game	NCAA Football Lat	-------Sa--	:30	$1,100.00	NM
Ⓜ	MG for 35.7,35.6							

D 36	KVVU	09/23/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	0	$0.00
D 37	KVVU	09/23/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	$0.00
								Totals			82	$37,325.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/25/12	82	$37,325.00	$31,726.25
Totals	82	$37,325.00	$31,726.25

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6226588 TRF# 484799 ORDER WORKSHEET HARRIS REPORT FROM REP SEP24/12 18.21
$$$ MOD# 5: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

ADV #_____ ADV. NAME POLI/D HELLER/R/SEN/NV REP.#_____ OFF.# 762 SALESMAN #_____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 6226588 CLASS: NATL. LOCAL REGIONAL

PRDCT DEAN HELLER 4 SENATE EST#_____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP19/12 SEP25/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE SEP24/12 18.21

REP: TO ROSE
FR NIKKI
OK'D M9 SEE LINE 48
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22		S	500P-530P	30		$275.00	9/24	9/25	0		M-TU	0
	PROGRAM : NEWS											
	CON COM1: MAX 1X DAY											
48		A	600P-630P	30		$275.00	9/25	9/25	2		TUE	2
	PROGRAM : NEWS											
	ORD COM1: SPOTS N/A. MG IN 6P NEWS. PRE-BOOKED PLS APPROVE.											
	THIS IS A MAKE-GOOD FOR SEP25 ON LINE-22 FOR 2 SPOTS/WK											

STATION MAKEGOOD OFFERS:

M9	OK'D	BUY#22	MISSED:M-TU/500P-530P	SEP25(2/WK)	30S	$275.00	(SEP24/12)
			OFFER:TUE/600P-630P	SEP25(2/WK)	30S	$275.00	PLS ADVISE.
			CMT:SPOTS N/A. MG IN 6P NEWS. PRE-BOOKED PLS APPROVE.				

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6226588 TRF# 484799 ORDER WORKSHEET HARRIS REPORT FROM REP SEP24/12 18.21
$$$ MOD# 5: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS

SEP/12 37325.00

CONTRACT TOTAL 37325.00
TOTAL SPOTS 82

MARKET TOTALS $192,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE